

COVID-19 Update

The Office of Marketing, working through a public health emergency during this critical recruiting period, has facilitated rapid changes in advertising, communications, websites, social media, video, and campus branding initiatives. Collaboration with offices and departments across campus have helped increase brand exposure during this time. Marketing has seen a dramatic increase in demand for services and the staff has risen to the occasion, working long and irregular hours to meet the university's needs.

Right here. Right now. Wright State.

Our multiyear awareness and recruitment campaign focused on Raider Country continues. We keep adjusting our spend towards digital channels as in-person activities are still limited. We will continue to adjust accordingly.

I. PUBLICATIONS AND ADVERTISING

The Office of Marketing team has delivered 49 publications and advertising projects for our Wright State community partners since August 26, 2020. Below are just a few highlights of the many projects aimed at increasing enrollment and marketing the university.

- Ohio Engineer 2020
- High school advertising
- The Greene Sidewalk Decals
- Fact Sheet October 2020
- Dayton Chamber of Commerce Map Panel Ad
- CoSM Innovation Weekend Fall 2020
- Cincinnati State Community College Student Calendar Ad
- Skywriter Ads
- Ring Digital Ads
- Ohlmann Digital Ads
- RSCOB Focus Magazine Ad
- Facebook Ads
- DDN Guide to Higher Education Ads
- Streaming audio companion graphics

Breakdown

- 11 Print Projects
- 32 Advertising Projects
- 4 Email Projects
- 2 Generals Projects

II. WEB

The Office of Marketing web team has completed 474 web support requests and 10 projects since August 26, 2020. Highlights include the following completed projects:

Highlights

- Website for new neuroimaging
- Wright State Benefit Fair
- Website Optimization for ROTC
- Trans Resource Week website
- AFROTC website refresh
- Acquia Cloud 2020 platform maintenance
- CEHS web refresh
- Merging the OEI ADA content with ODS
- CoSM HOSA Fall Leadership Conference

Breakdown

- 10 web projects completed
- 15 web projects currently in progress
- 474 web support requests completed

III. PHOTOGRAPHY AND VIDEO

The Office of Marketing photography and video production team completed 97 photography requests, video projects, and internal/external digital imaging requests since August 26, 2020. Below are a few highlights of the work that has been accomplished during this timeframe.

Highlights

- Spring Virtual Commencement 2020
- October 2020 Reach/YMCA video ad
- Streaming Audio ads
- CTV/OTT ads
- Theater ads
- WDTG hype video and Faculty/Staff video
- Campus housing photography and virtual tours
- Campus Rec mask photos
- ArtsGala promotional photos
- BSOM class composite photos
- Magazine profiles
- Rowdy statues with masks
- New location of ERC and Dayton Holocaust Resource Center
- New Wright State Seal photography
- Stein Galleries Andy Warhol prints

Breakdown

- 28 location and studio photography sessions
- 16 Video production projects
- 41 internal digital imaging requests
- 12 external digital imaging requests

IV. WINGS ANNOUNCEMENTS

From August 23, through November 20, 2020, the Office of Marketing has posted 69 announcements on the university's WINGS portal, serving administrative offices such as the President and Provost's Offices, colleges (especially by promoting online courses available for Spring Semester), the Center for Teaching and Learning by promoting instructional workshops for teaching online, and an array of cultural, service, and student organizations to promote events and opportunities. There is no cost to the requester.

Notable examples include:

- Wright State University Virtual Commencement
- Engaging Latinos in STEMM
- Chat with President Edwards on Webex
- Student Support Services Webex Chat—for Students and Their Families
- Want to Meet Other Women Students Like You? Feeling Isolated While on Campus?
- Join us for International Education Week at Wright State
- 9th Annual Raidersgiving